

DETAILED ACTION

Supplemental Allowance

Information Disclosure Statement

1. The information disclosure statement (IDS) submitted on 03/29/2011 was filed after the mailing date of the Notice of Allowance on 03/04/2011. The submission is in compliance with the provisions of 37 CFR 1.97. Accordingly, the information disclosure statement is being considered by the examiner.

Allowable Subject Matter

2. **Claims 1-8 and 21-48** are allowed. The following is an examiner's statement of reasons for allowance: The present invention comprises a television receiver that receives a combined content from the provider, where the combined content includes program content and transaction content/questionnaire; while user is watching a program, a trigger is provided to complete a questionnaire, where upon selecting the trigger, receiver (i) switches the channel and receives the transaction content on a second channel, (ii) extract the transaction content and their identifiers, and (iii) perform processing using extracted content and the user is presented with the questionnaire templates; upon termination of viewing transaction content, receiver switches channel back to an original channel.

The closest prior arts, Menez, Zenoni, Sakamoto, Dureau, and Lemmons, show a similar system. However, Menez discloses a receiver that receives a programming content along with the trigger for initiating a purchase transaction for an item, Zenoni

discloses a system that displays notifications to a user, Sakamoto discloses a device that switches channel to original channel when an end of user selected program is detected, Dureau discloses a transmitter that receives content from a plurality of sources, and Lemmons discloses a system of transmitting television content and television enhancements. Thus, Menez, Zenoni, Sakamoto, Dureau, and Lemmons fail to disclose the limitation(s), the transaction content further including a plurality of replacement information incidental to the associated program content of each one of the plurality of first broadcast channels; one or more identifiers respectively associated with at least one of one or more of the plurality of templates or one or more of the plurality of replacement information for insertion into the one or more of the plurality of templates; extracts the program to be executed and the one or more identifiers from the associated trigger content, including a designated channel representing a broadcast channel to be switched to in response to the associated trigger content being triggered by the user, a switching command for causing the receiver to receive the broadcast channel designated in the designated channel, and a module ID and a questionnaire identification number identifying a transaction contents module to be extracted from plural transaction contents modules broadcast on the designated channel, as required by all the independent claims.

Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably accompany the issue fee. Such submissions should be clearly labeled "Comments on Statement of Reasons for Allowance."

Conclusion

3. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Pinkal R. Chokshi whose telephone number is (571) 270-3317. The examiner can normally be reached on Monday-Friday 8 - 5 pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Brian T. Pendleton can be reached on 571-272-7527. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/KIEU-OANH BUI/
Primary Examiner, Art Unit 2425

/Pinkal Chokshi/
Examiner, Art Unit 2425

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